LYON METAL PRODUCTS, INCORPORATED

GENERAL OFFICES AURORA, ILLINOIS

April 30, 1946 MAY 21 1946

TO ALL LYON DEALERS:

Subject: Revised Shop Equipment Prices

Gentlemen:

We are attaching revised dealer prices together with new discount sheet, effective April 19, 1946. Please note that all prices shown are now on a Net Price Basis, not subject to any discount, and that these prices have been increased in accordance with O.P.A. regulations.

In authorizing this increase in our prices, O.P.A. has given definite instructions as to how this price increase is to be handled by Lyon Dealers. As a Lyon Dealer, you will be allowed to add to your previous ceiling selling prices, only the actual dollars and cents amount of the increase in our prices to you. Exact information as to how this is to be handled is covered by O.P.A. Order #11 under MPR-188.

The only exception to this overall price change is in the case of lockers. O.P.A. has not authorized adding the present increase of 10.5% to our former prices, but has made this increase applicable to original March 1942 prices which means that there will be an approximate 2% increase in your former locker prices and this is reflected in the new Net Prices being given to you.

For your information, on our invoices to you we are required to show on most items, your previous net cost (March 1942 prices) and your present net cost (prices shown on the Net Price List) in order that you may determine the exact amount of the dollars and cents increase in your prices to be added to your previous ceiling selling prices.

In our efforts with O.P.A. to secure this much needed price relief for Lyon as a manufacturer, we have constantly fought for the provision which would allow our dealers to "pass through" the same percentage increase as granted to us. We have been partially successful with O.P.A. in this fight against dealer absorption, as the order allows you to pass through at least the exact dollars and cents increase in your cost.

Because of the above and other terms of the order, we find it necessary to change from our former "List Price Basis" to the new "Net Price Basis". Just as soon as it is possible for us to return to a list price basis, we will do so.

We are sending only a limited supply of price lists with this letter for the reason that we will release to you shortly, a complete new catalog together with new price lists.

This catalog will illustrate all of our new products and give you complete information on the many improvements in design on present products. The sales potential for the Lyon Line is tremendous as indicated by the steady flow of Lyon Dealer Orders, and the future market for our products will be greatly expanded, when you see what Lyon is offering in the new catalog which we will send you in the near future.

LYON METAL PRODUCTS, INCORPORATED

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